

MEDIA RELEASE

HCF brings after-hours GP service to Adelaide

Sydney, 11 February 2014 – Australia’s largest not-for-profit private health insurer, HCF, has announced the expansion of its industry-leading after-hours GP service, My Home Doctor, into Adelaide.

The My Home Doctor service is now available to all HCF members with a Hospital product residing in more than 350 suburbs in Adelaide. The expansion builds on My Home Doctor’s existing coverage area of more than 1,600 suburbs in New South Wales, Victoria and Queensland and comes in response to strong demand and overwhelmingly positive uptake for the service from HCF members since its launch in May 2012.

Under My Home Doctor, registered doctors make non-emergency home visits from 6pm to 8am Monday to Fridays, on Saturdays from noon onwards, and all day on Sundays and public holidays.

HCF’s Managing Director, Shaun Larkin, said of the expansion: “We are very pleased to be bringing My Home Doctor to our South Australian members.

“Helping our members extend the value they get from their HCF membership is important to us, so we’re proud to be able to deliver such an important service. To benefit even more members, we are continually looking for more opportunities to expand the coverage of My Home Doctor,” he said.

Eligible HCF members in Adelaide can access My Home Doctor using a dedicated telephone hotline.

Following a simple identification process, a registered doctor will attend the member’s home.

HCF Medical Director, Dr Andrew Cottrill noted “One of the main benefits of HCF’s My Home Doctor is that treatment is able to start immediately as all doctors carry complimentary starter packs of commonly prescribed medications. After each visit a report is provided to the patient’s regular GP by 8am the following day, where the doctor is a subscribing GP, to ensure continuity and follow through on treatment.”

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